



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 339140

Schedule Dates	10/30/12-11/06/12	Date Entered	10/29/12
Advertiser	Pol/R Casey/D/US Senate (16759)	Last Modified	10/30/12
Agency	Shorr & Associates (2909)	Entered By	Deb O'Keefe
Product	Political - Federal Candidate (1067)	CO-OP	Yes
Brand	POL/R CASEY/D/SEN/PA (134170)	Headline #	
Salesperson	Telerep/Washington DC, Washington DC (1040)	Demo	
Sales Office	Telerep/Washington DC	Order Type	Normal
Buyer Name	D/ETTORRE, MICHAEL	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$3,498.75
Account Types	National/Political	Net Total	\$19,826.25
Billing Type	Standard	Sales Tax	
Comments	BOB CASEY :30 GENERAL ELECTION WEEK #1 ADD **** THIS IS A CASH IN ADVANCE SCHEDULE *****,		

Pittsburgh (WPXI)	Spots	Rate
By Broadcast Month		
Nov. 2012	27	\$23,325.00
Grand Total:	27	\$23,325.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	10A- Ellen									4	\$450.00	\$1,800.00	Pittsburgh (WPXI)	ELLEN/1	10/29/12
2.0	Normal Line / Spot	11/05/12-11/06/12	3	:30	10A- Ellen		1	1						2	\$450.00	\$900.00	Pittsburgh (WPXI)	ELLEN/1	10/29/12
3.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	4:29P- Judge Judy 430p				1	1	1			3	\$725.00	\$2,175.00	Pittsburgh (WPXI)	JUDGE JUDY/430P/ 2	10/29/12
3.0.1	Closed Preempt	10/30/12															Pittsburgh (WPXI)	Program Change/Exception	
4.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	4:29P- Judge Judy 430p		1							1	\$725.00	\$725.00	Pittsburgh (WPXI)	JUDGE JUDY/430P/ 2	10/29/12
5.0	Normal Line / Spot	11/04/12-11/04/12	3	:30	8A- 10A (EST)								1	1	\$500.00	\$500.00	Pittsburgh (WPXI)	SUN AM NEWS 8A-10A/3	10/29/12
6.0	M/G For 3.0.1 / Spot	10/30/12-10/30/12	3	:30	4P- Channel 11 News 4-5p			1						1	\$725.00	\$725.00	Pittsburgh (WPXI)	NEWS 4-5P/ MKGD	10/29/12
7.0	Normal Line / Spot	10/31/12-11/02/12	2	:30	4:58A- Channel 11 News 5am				1	1	1			3	\$825.00	\$2,475.00	Pittsburgh (WPXI)	NEWS 5-530A/	10/30/12
8.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	4:58A- Channel 11 News 5am		1	1						2	\$825.00	\$1,650.00	Pittsburgh (WPXI)	NEWS 5-530A/	10/30/12
9.0	Normal Line / Spot	10/31/12-11/02/12	2	:30	5:59A- Channel 11 News 6am				1	1	1			3	\$1,650.00	\$4,950.00	Pittsburgh (WPXI)	NEWS 6-7A/	10/30/12
10.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	5:59A- Channel 11 News 6am		1	1						2	\$1,650.00	\$3,300.00	Pittsburgh (WPXI)	NEWS 6-7A/	10/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Sales Office Telerep/Washington DC
Buyer Name DETTORRE, MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
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Date Entered 10/29/12
Last Modified 10/30/12
Entered By Deb O'Keefe
CO-OP Yes
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,498.75
Net Total \$19,826.25
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Nov. 2012
Grand Total:
Spots 27
Rate \$23,325.00
\$23,325.00

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11.0	Normal Line / Spot	10/31/12-11/02/12	2	:30	9A- Today Show 9a				1	1	1			3	\$825.00	\$2,475.00	Pittsburgh (WPXI)	TODAY 9-10A/	10/30/12
12.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	9A- Today Show 9a		1	1						2	\$825.00	\$1,650.00	Pittsburgh (WPXI)	TODAY 9-10A/	10/30/12

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